



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



Making the Grade: Effective School Wellness Policies

Howell Wechsler, EdD, MPH

Director, Division of Adolescent and School Health,
NCCDPHP, CDC

Wisconsin Dells, November 30, 2006

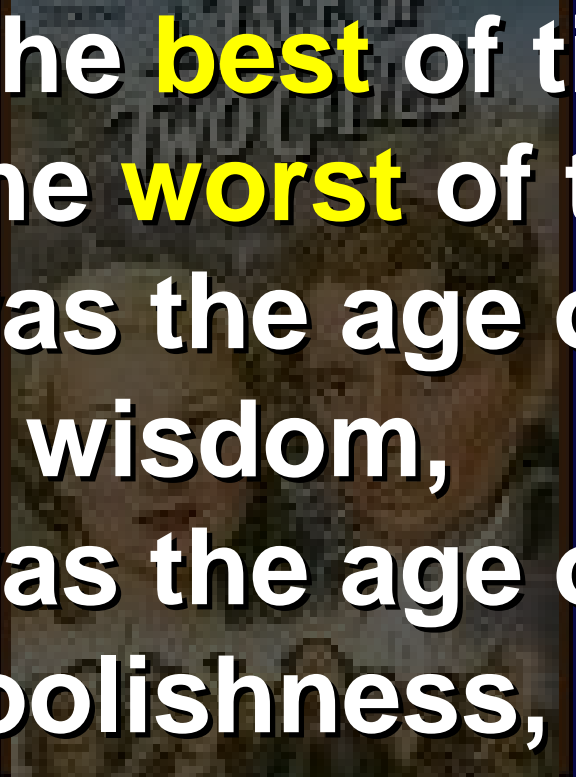




Key

- ★ State Capital
- City
- Water
- State boundary
- △ Highest point in state

A Tale of Two Cities



It was the **best** of times,
it was the **worst** of times,
it was the age of
wisdom,
it was the age of
foolishness,
it was the spring of
hope,
it was the winter of



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Students Parents Teachers Administrators Performance Reports



NCLB

Overview
Stronger Accountability
More Local Freedom
Proven Methods
Choices for Parents



Signed by President George W. Bush on January 8, 2002, the No Child Left Behind Act gives our schools historic educational reform based on:

- Stronger Accountability for Results
- More Freedom for States and Communities
- Encouraging Proven Education Methods
- More Choices for Parents



United States Department of Agriculture
Food and Nutrition Service



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Healthy Schools

Local Wellness Policy

Congress recognizes that schools play a critical role in promoting student health, preventing childhood obesity, and combating problems associated with poor nutrition and physical inactivity. To formalize and encourage this role, Congress passed a law (P.L. 108 - 265). Each local educational agency participating in a program authorized by the Richard B. Russell National School Lunch Act (42 U.S.C. 1751 et seq) or the Child Nutrition Act of 1966 (42 U.S.C. 1771 et seq) shall establish a local school wellness policy by School Year 2006."

This legislation supports President George W. Bush's **HealthierUS initiative**. This Initiative helps Americans take steps to improve personal health and fitness and encourages all Americans, including children, to be physically active every day; eat a nutritious diet; get preventive screening; and make healthy choices.

The legislation also places the responsibility of developing a

- Local Wellness Policy Requirements
- Local Process: How to Create, Implement, and Evaluate a Wellness Policy
- Examples: Local Wellness Policies
- Implementation Tools & Resources
- Funding a Local Wellness Policy
- Frequently Asked Questions
- 2006 Local Wellness Project Grants



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Action for Healthy Kids®

About Us



State-
by-State
Action



Resources
to Improve
Schools



Events,
Programs &
Reports



Tools for
Teams



Newsroom



Learn How You Can Help

You can help improve children's nutrition and physical activity by joining your Action for Healthy Kids State Team or by making a contribution. [learn more >>](#)

What's New

Dr. David Satcher on Local Wellness Policies



They are only children ...

and in the past 20 years, their incidence of overweight has doubled, and even tripled among adolescents.

We are Action for Healthy Kids. The only nonprofit organization formed specifically to address the epidemic of overweight, undernourished and sedentary youth by focusing on changes at school. We work in all 50 states and the District of Columbia to improve children's nutrition and increase physical activity, which will in turn improve their readiness to learn.

**Campaign for
School Wellness**



**Visit our Wellness
Policy Tool**





Alliance
for a
**Healthier
Generation**



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SKIP

BUILDING A HEALTHIER GENERATION

Go Healthy

About 12 million (17.1%) U.S. youth ages 2-19 are overweight. An additional 12 million are at risk of being overweight. In the United States, that's around 24 million youth that are overweight or at risk of being overweight. But it doesn't have to be this way.

The American Heart Association and the William J. Clinton Foundation have joined together to form the Alliance for a Healthier Generation, to combat the spread of childhood obesity and the serious diseases associated with it such as heart disease and diabetes. The Alliance is taking a comprehensive approach to stop the increase in childhood obesity by 2010. To do this, we need your help.

Parents, teachers, companies, healthcare professionals, teens and kids all have a part to play in the movement—in schools, at home, in restaurants, doctor's offices, and in the community. Childhood obesity has no one cause, and there is no one solution. That's why the Alliance is taking bold, innovative steps to help our children live longer and improve the health of our nation.

- [Join our Healthy Schools Program.](#)



Alliance
for a
**Healthier
Generation**

School Beverage Guidelines



School beverage guidelines agreement between the Alliance,
American Beverage Association, Cadbury Schweppes,
Coca-Cola and PepsiCo in May 2006



Alliance
for a
**Healthier
Generation**

Snack Foods Guidelines



School snack and side item guidelines agreement between the Alliance, Campbell Soup Company, Dannon, Kraft Foods, Mars and PepsiCo signed on October 6, 2006.



■ PROMOTIONS

- End promotions of unhealthful foods
- Foods marketed to kids to meet guidelines for sugar, calories, fat

■ THEME PARKS

- Eliminate use of trans fats
- Change default options for side orders to healthy choices

Advertisers Pledge To Push Healthier Foods

By John Eggerton -- *Broadcasting & Cable*, 11/14/2006 9:37:00 AM

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Advertisers representing two thirds of TV food and beverage ad expenditures targetted to children under 12 have agreed to commit 50% of their media budgets for those ads to spots either for foods that meet government standards for healthy products or that include messages encouraging healthier lifestyles.

They also agreed to limit ads with licensed characters, better label advergaming, and limit marketing in schools, with the Council of Better Business Bureaus promising to monitor compliance.

CARU Asks McDonalds To Emphaize Food Over Toys

By John Eggerton -- *Broadcasting & Cable*, 11/20/2006 1:10:00 AM

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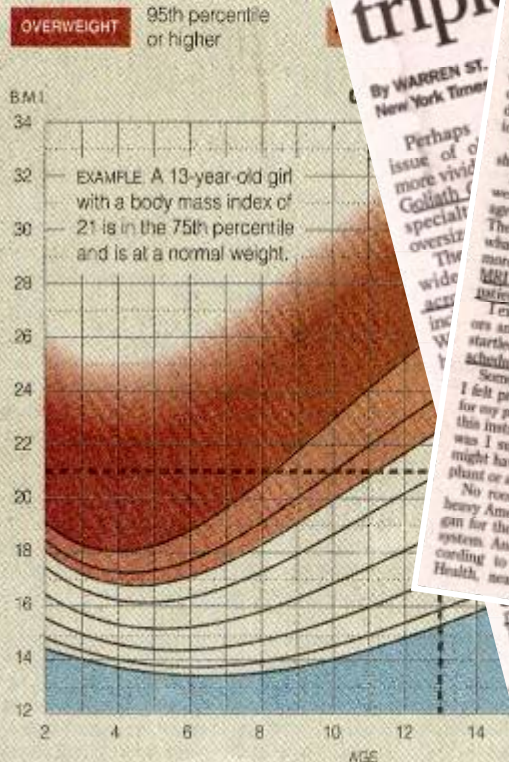
The ad industry's children's advertising review unit, CARU, has asked McDonald's to emphasize its food a little more and its toys a little less in its Happy Meal spots aimed toward children.

Rising Obesity in Children

Overweight? It Depends

Adults with a body mass index of 25 or higher, however, body fat changes from year to year. A child's body mass index status is based on these established

In U.S. triple
By WARREN ST.
New York Times
Perhaps issue of more vivid Golliath's specialist oversize. The wide acc...
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No room heavy Ameri can for the e system. And cording to the Health, nearl



Source: Centers for Disease Control and Prevention

For Medicine, a Growing Problem

Doctors, Hospitals, ERs Struggle to Handle Wave of Obese Patients

By RANIT MESHORE
Special to The Washington Post

Plus-sized find a wider selection

By PATTI BOND
pbond@ajc.com

When the designers at furniture maker Berkline Corp. came out with a recliner built to hold 350 pounds and a seat that's nearly 2 feet wide, they had a big hit.

But not big enough, it turns out. Berkline's "XL" series just debuted in the fall, but it will soon be dwarfed. A newer model can take 600 pounds and comes

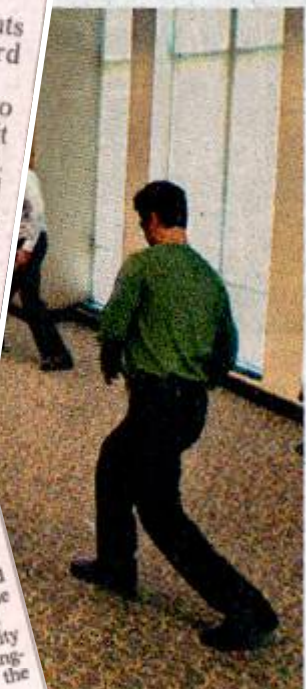
American businesses have risen to capitalize on the expansion. As many people have outgrown office chairs, seat belts, caskets and everything in between, manufacturers are rushing to create products to fill the king-size void.

About one-third of U.S. adults are obese, and the ranks of the severely obese — people who are roughly 100 pounds overweight or more — have grown so fast that they now include one

A study by the National Center for Disease Control and Prevention is tracking 8,000 residents in Atlanta to determine whether the neighborhood they live in influences their level of physical exercise. The study has adjusted to the company's new floors.

Times

Stretchers
do
Austria,
"We say, 'Mom's not going to look comfortable in that casket.' The... knows we...
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standard
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are just reacting to the
ing of America."



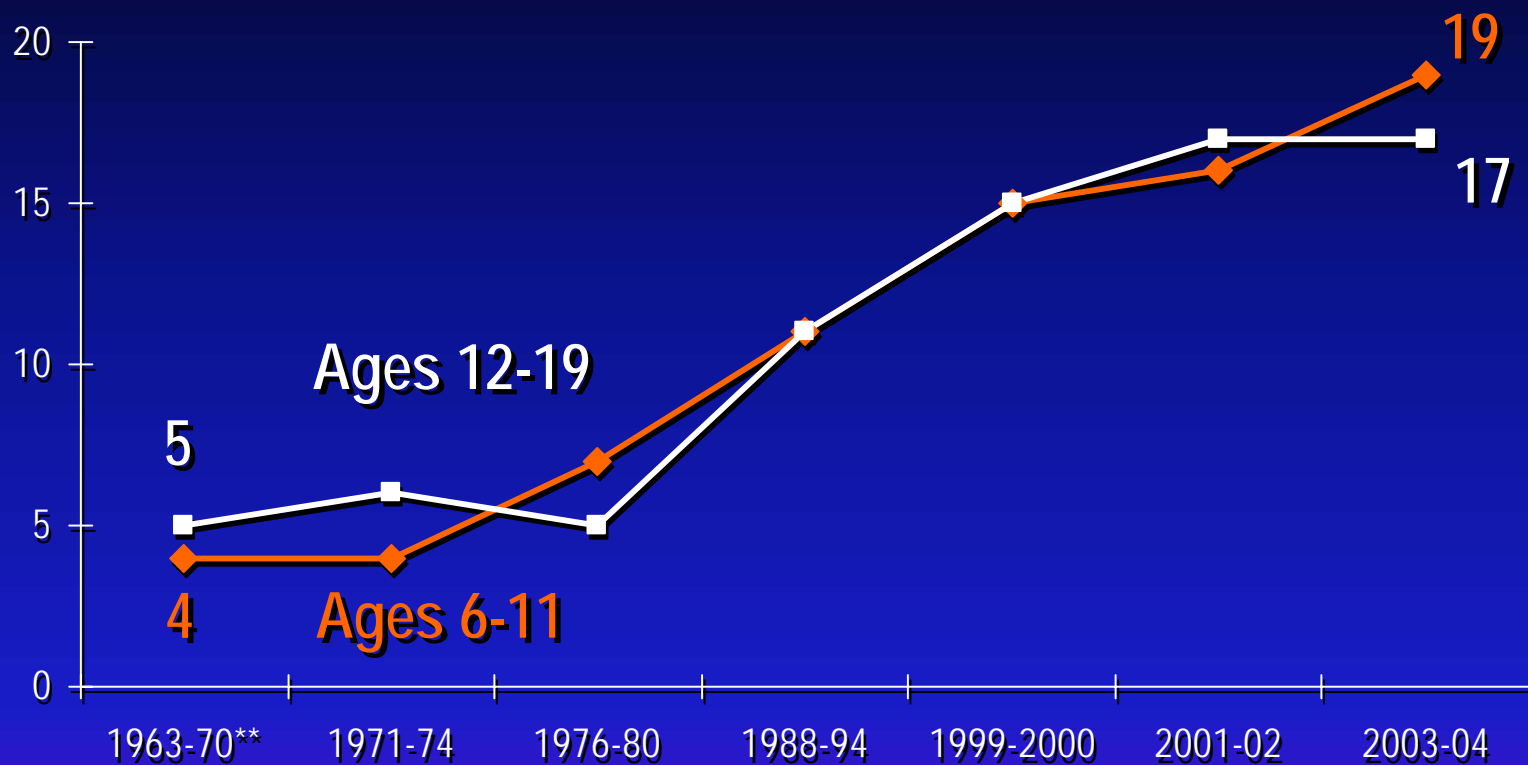
Inman for The New York Times
Overland Park, Kan.

Workplace

its workers to slim down. At the new headquarters for Capital One outside Richmond, Va., the architects set the food court at the end of a string of buildings, rather than at the center.

for your health

Overweight Children and Adolescents*



* \geq 95th percentile for BMI by age and sex based on 2000 CDC BMI-for-age growth charts.

**1963-1970 data are from 1963-1965 for children 6-11 years of age and from 1966-1970 for adolescents 12-17 years of age.
National Center for Health Statistics.

Consequences in Children

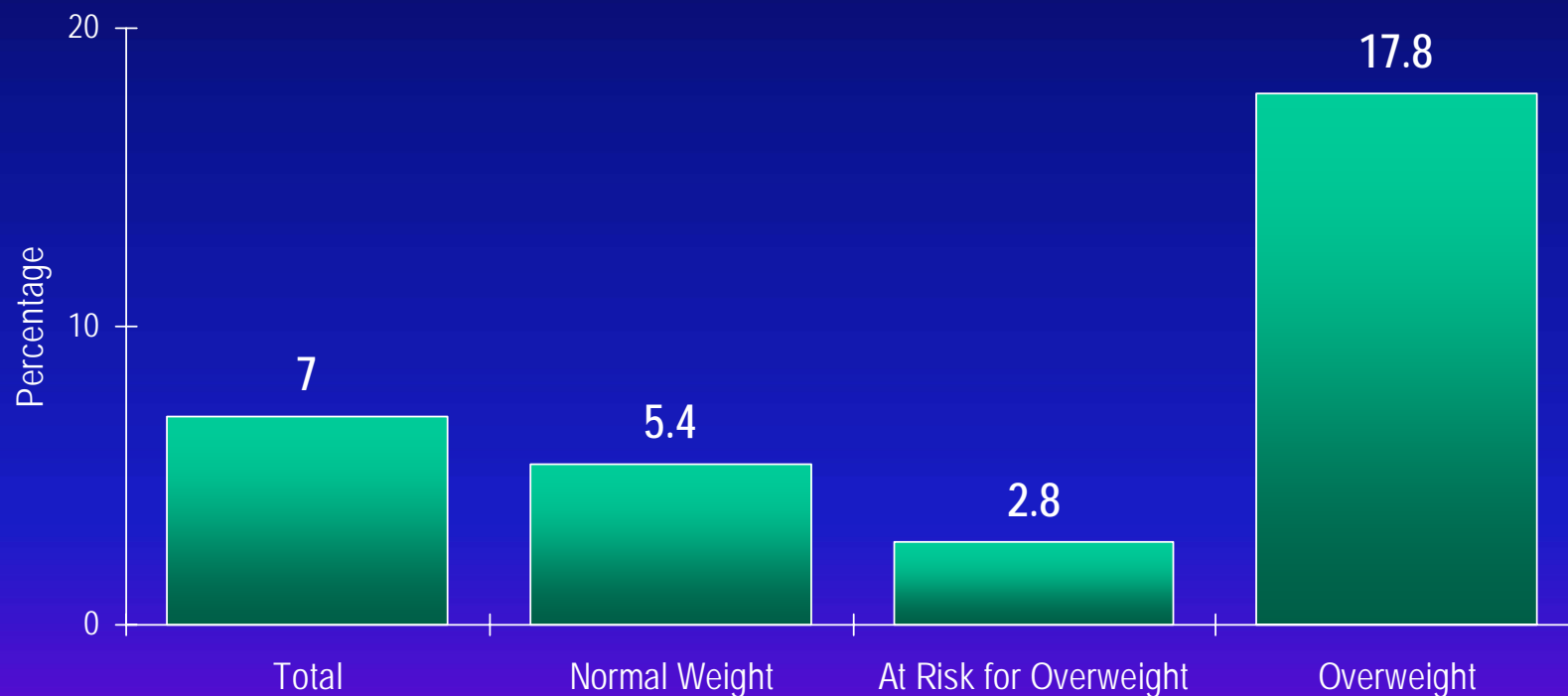
% of overweight children, aged 5-10, with 1 or more risk factors for heart disease:

61%

27%

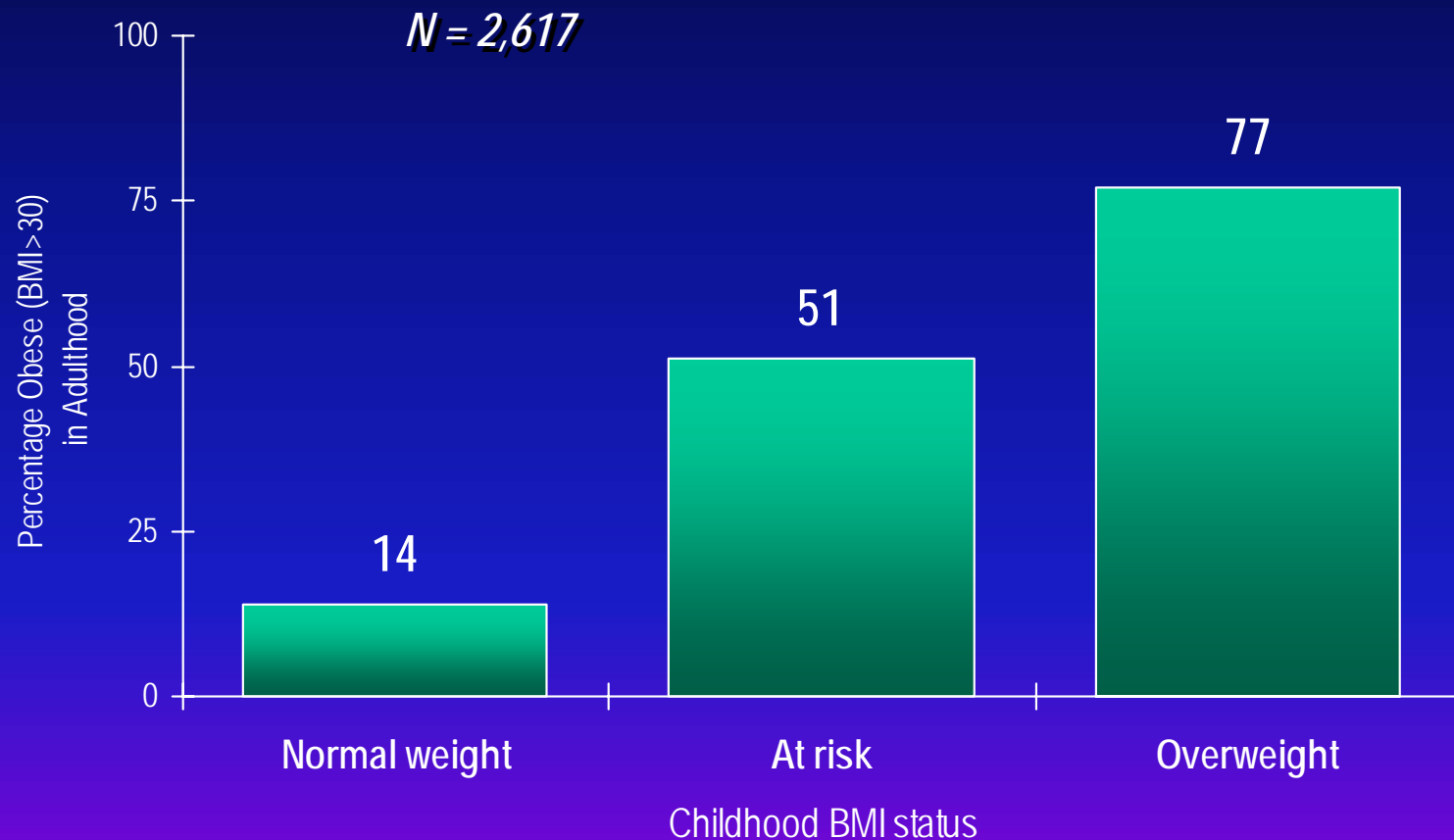
% of overweight children, aged 5-10, with 2 or more risk factors for heart disease:

Percentage of U.S. Adolescents With Impaired Fasting Glucose, A Prediabetic State



Source: *Pediatrics* 2005;116:1122-1126

Association Between Body Mass Index (BMI) in Childhood and Adult Obesity



Sources: Freedman, D. S., et al., *Pediatrics*, 2001; 108: 712-718.

Economic Costs Associated with Obesity are High

Direct health care costs:

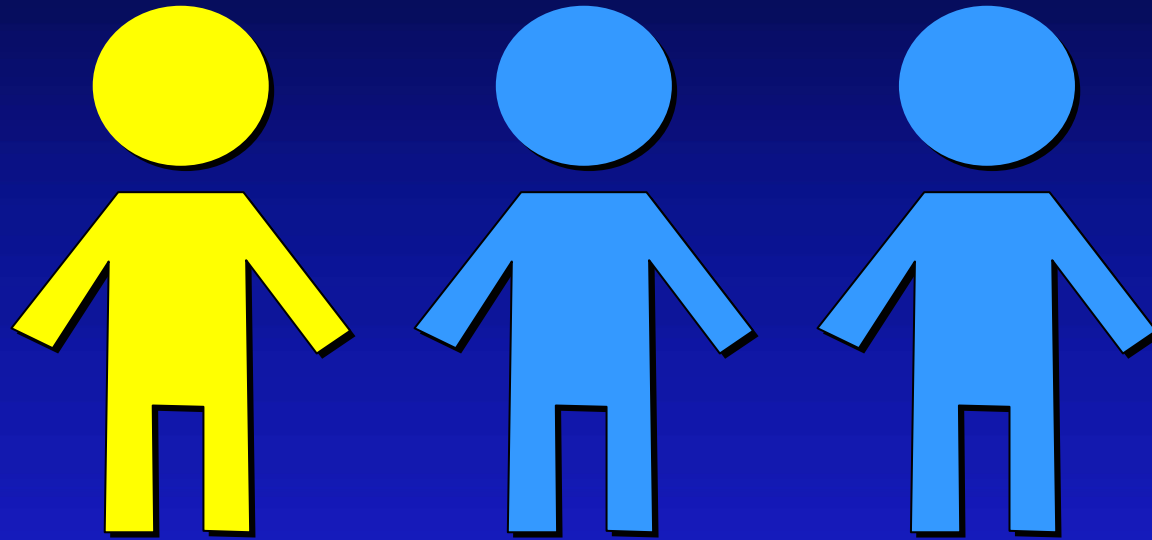
- \$52 billion in 1995  \$75 billion in 2003
- ½ of costs publicly financed by Medicare or Medicaid

For obese vs. normal-weight adults:

- Healthcare costs 36% higher
- Medication costs 77% higher

Obesity accounted for over 25% of the increase in per capita health care costs between 1987 and 2001

U. S. Children Born in 2000



1 in 3

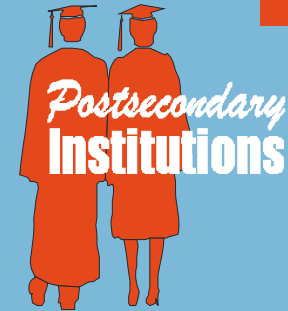
will develop Diabetes during lifetime

Weight Issues Plague the Military

- Ineligible for military service because they weigh too much: nearly 2 out of 10 young men and 4 out of 10 young women
- *"This is quickly becoming a national security issue for us. The pool of recruits is becoming smaller."*
 - Col. Gaston Bathalon, U.S. Army



Source: Associated Press, July 5, 2005



YOUTH

Participation in the School Breakfast Program and Academic Performance

- Compared to peers who do not participate in the School Breakfast Program, low-income elementary school students who do participate have:
 - greater improvements in standardized test scores and math grades
 - reduced rates of absenteeism, tardiness, and psychosocial problems

Sources: Murphy et al. Arch Pediatr Adolesc Med 1998; Meyers et al. Am J Dis Child 1989.

Physical Activity and Academic Performance

- Physical activity among adolescents is consistently related to higher levels of self-esteem and lower levels of anxiety and stress.¹
- Physical activity can positively affect concentration, memory, and classroom behavior.²
- Spending more time in physical education class did not have a negative effect on students' standardized test scores, even though less time was available for other academic subjects.³

1. Calfas and Taylor. *Pediatr Exerc Sci* 1994; 2. Strong et al. *J Pediatr* 2005; and 3. Sallis, et al. *Res Q Exerc Sport* 1999.

Relationship Between Health and Education

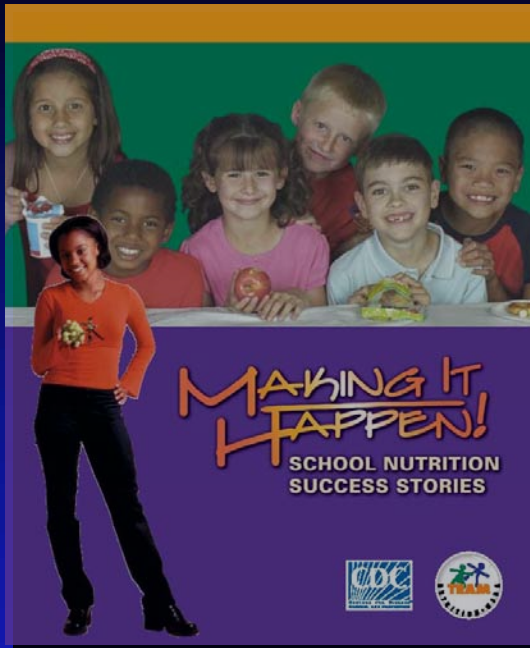
"No educational tool is more essential than good health."

Council of Chief State School Officers

"Health and success in school are interrelated. Schools cannot achieve their primary mission of education if students and staff are not healthy and fit physically, mentally, and socially."

National Association of State Boards of Education

Words of Wisdom



"Nutrition is central to our children's physical and academic development. Therefore, it is essential to academic achievement."

Dr. Ronald Epps

Superintendent
Richland One School District
Columbia, SC



Percentage of Parents Who Believe Specific Components Should Be Required as part of Local School Wellness Policies

Breakfast offered to all students daily	69%
Nutrition education in all grades	74%
Nutrition standards for all foods/beverages	67%
Restrict availability of high-calorie, low-nutrient foods	70%
Daily physical education for all students	77%
Recess offered daily	74%

Source: Survey by Pursuant Inc. and Knowledge Networks for Action for Healthy Kids, 2005, n=638 nationally representative parents with children in grades K-12, margin of error = $\pm 4\%$

Opinions of Parents of Adolescents About Health Education

- **82%** said that health education is either more important than or as important as other subjects taught in school.
- **74%** said schools should spend more time or the same amount of time teaching health education as they do teaching other subjects.

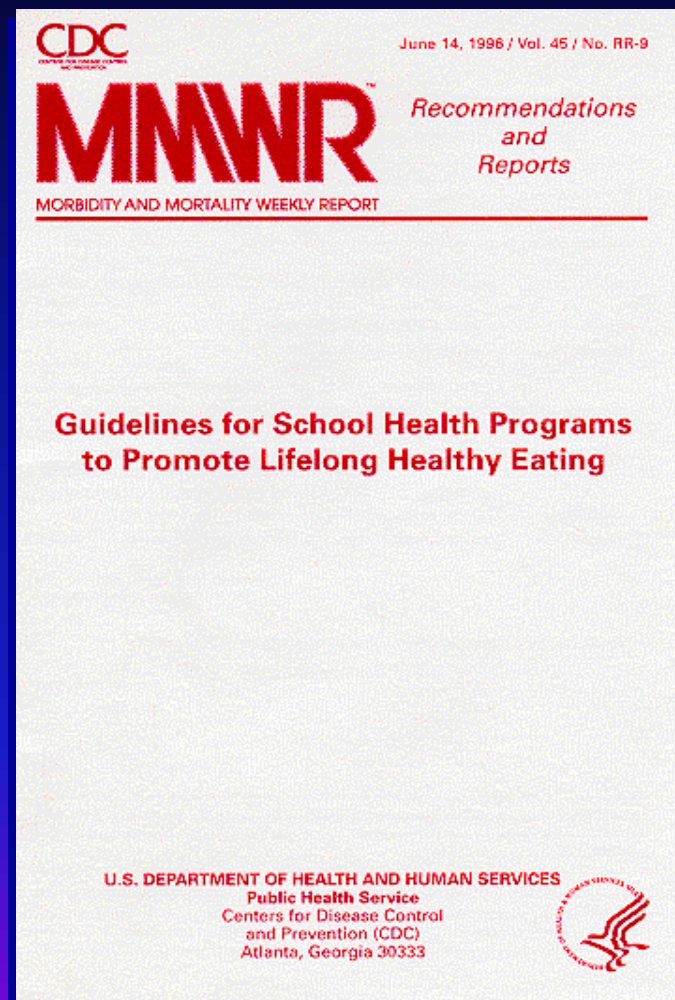
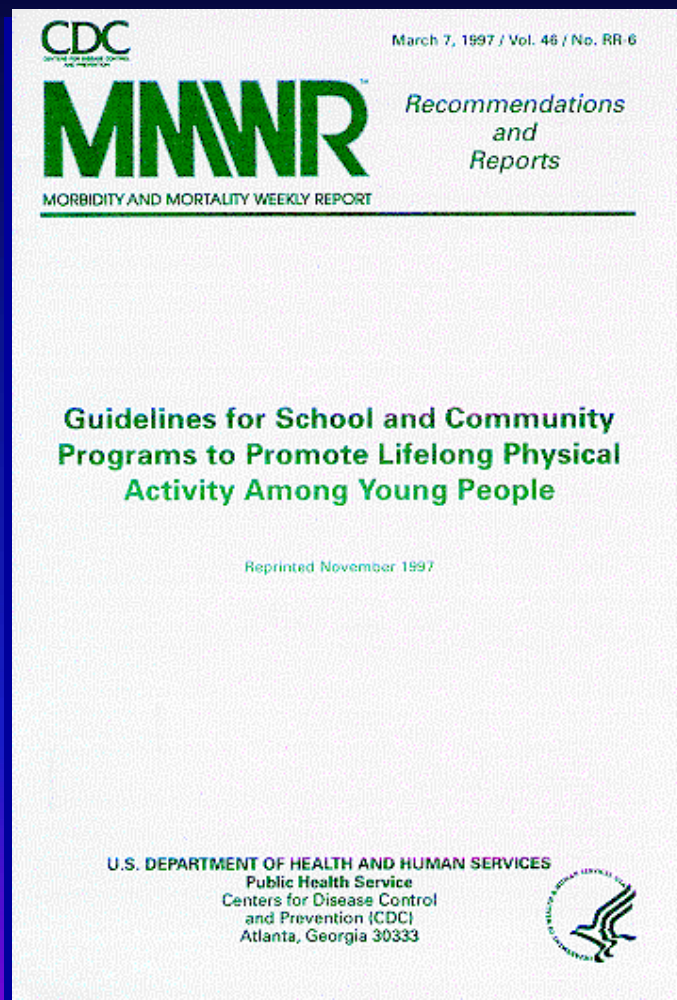
Source: Gallup Organization for the American Cancer Society, national telephone survey of 1,003 parents of adolescents enrolled in U.S. public schools, 1993

Opinions of Parents of Children in K–12 About Physical Education

- **81%** want their kids to receive daily physical education.
- **15%** believe that children should concentrate on academic subjects at school and leave the physical activities for after school.

Source: Survey by Opinion Research Corp. based on interviews with a nationally representative sample of 1,017 adults, February 2000 (margin of error = $\pm 6\%$)

What Can Schools Do?

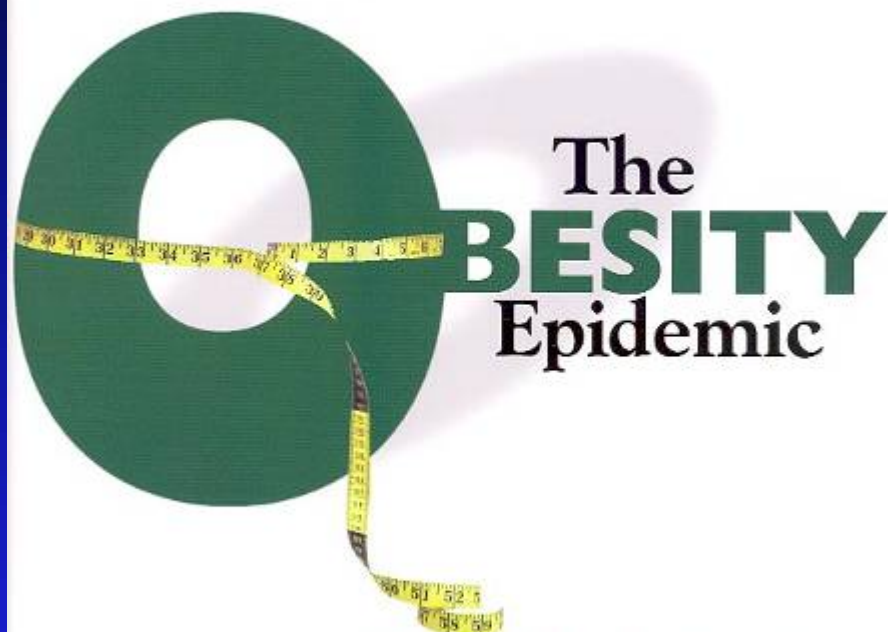


The State Education

December 2004

Standard

The Journal of the National Association of State Boards of Education



The BESITY Epidemic

What Schools Can Do

INSIDE: Understanding Childhood Overweight ♦ Seven Steps to an Effective School Wellness Policy ♦ The Role of School Physical Activity Programs ♦ Developing District Nutrition Standards ♦ What States Are Doing in Obesity Prevention

Make a Difference at Your School!

CDC Resources Can Help You Implement Strategies to
Prevent Obesity Among Children and Adolescents



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

SAFER • HEALTHIER • PEOPLE™

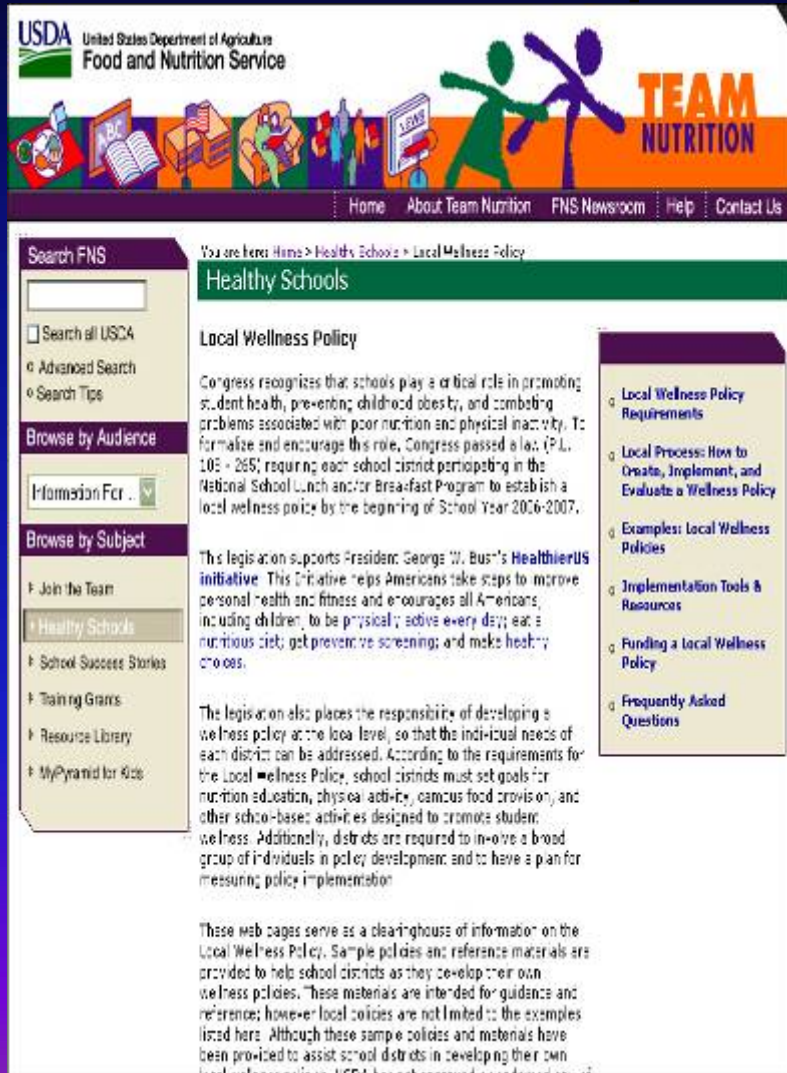
Ten Priority Strategies for Schools to Promote Physical Activity and Healthy Eating

- Strong wellness policies
- Coordinated School Health Program
- School health council and coordinator
- Assessment of policies and programs
- Health promotion for staff
- High-quality health education
- High-quality physical education
- Increased physical activity opportunities
- Quality school meal program
- Appealing, healthy food and beverage choices outside of school meals

Strategy #1

**Adopt and implement strong
wellness policies**

Tools to Help School Districts Develop Wellness Policies



USDA United States Department of Agriculture
Food and Nutrition Service

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This legislation supports President George W. Bush's **HealthierUS initiative**. This initiative helps Americans take steps to improve personal health and fitness and encourages all Americans, including children, to be physically active every day; eat a nutritious diet; get preventive screenings; and make healthy choices.

The legislation also places the responsibility of developing a wellness policy at the local level, so that the individual needs of each district can be addressed. According to the requirements for the Local Wellness Policy, school districts must set goals for nutrition education, physical activity, campus food provision, and other school-based activities designed to promote student wellness. Additionally, districts are required to involve a broad group of individuals in policy development and to have a plan for measuring policy implementation.

These web pages serve as a clearinghouse of information on the Local Wellness Policy. Sample policies and reference materials are provided to help school districts as they develop their own wellness policies. These materials are intended for guidance and reference; however, local policies are not limited to the examples listed here. Although these sample policies and materials have been provided to assist school districts in developing their own local wellness policies, USDA cannot recommend or endorse any

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http://www.actionforhealthykids.org/resources_wpp.php

Home

Resources to Improve Schools / Wellness Policy Tool

Action for Healthy Kids®

Wellness Policy Tool

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In June 2004, the [Child Nutrition and WIC Reauthorization Act](#) was signed into law, making it mandatory for all local education agencies participating in the National School Lunch Program to create a local wellness policy by June 2006.

This Wellness Policy Tool has been developed with input from our partner organizations and many Action for Healthy Kids State Team members. This tool has been designed to help your team create a local wellness policy that meets your district's goals for nutrition and physical activity.

The Action for Healthy Kids Wellness Policy Tool allows you to build your own policy by cutting and pasting language from existing or model policies that have been gathered from states and districts around the country. Follow the steps below and use the searchable database to find ideas for policy options that meet your district's needs.

Learn How You Can Help

You can help improve children's nutrition and physical activity by joining your Action for Healthy Kids State Team or by making a contribution. [learn more >>](#)

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Step 1: Download the Wellness Policy Template Document

To begin, [download this template](#) and use it to guide the development of your policy. Save and name the Word document on your computer.

For ideas on components to include in the various wellness policy areas for nutrition education, nutrition standards or physical activity, [click here to view fundamental elements](#) to consider when developing your local wellness policy (pdf).

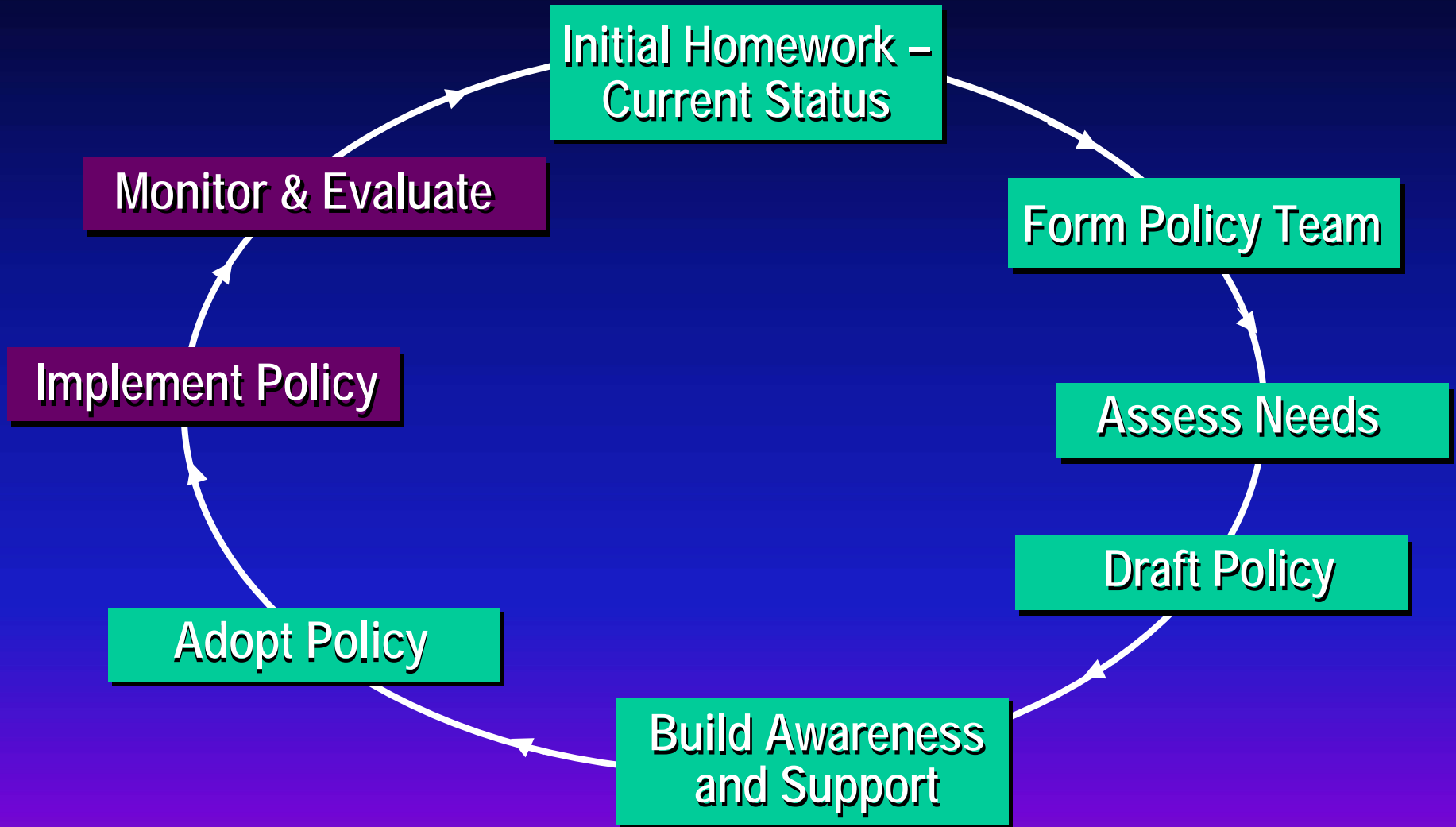
Federal Requirements for a Local Wellness Policy

- ✓ Goals for nutrition education, physical activity, and other wellness activities
- ✓ Nutrition guidelines and guidelines for school meals
- ✓ Must involve parents, students, community members, and others
- ✓ In place for 2006-07 school year
- ✓ Plan for measuring implementation; designation of a coordinator

Ten Priority Strategies for Schools to Promote Physical Activity and Healthy Eating

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Policy Process



Challenges to Implementation

- Other priorities take over
- Key decision makers don't see importance
- Policy development teams disband
- One individual or group carries the load
- Inconsistent enforcement

Strategies for Implementation

- Keep it fresh
 - Ongoing efforts to educate public and policy makers
 - Keep it front and center for the press
 - Aim for continual improvements
 - Take advantage of new research and recommendations
- Enforce consistently
- Keep teams intact to review and revise policy
 - Spread the work

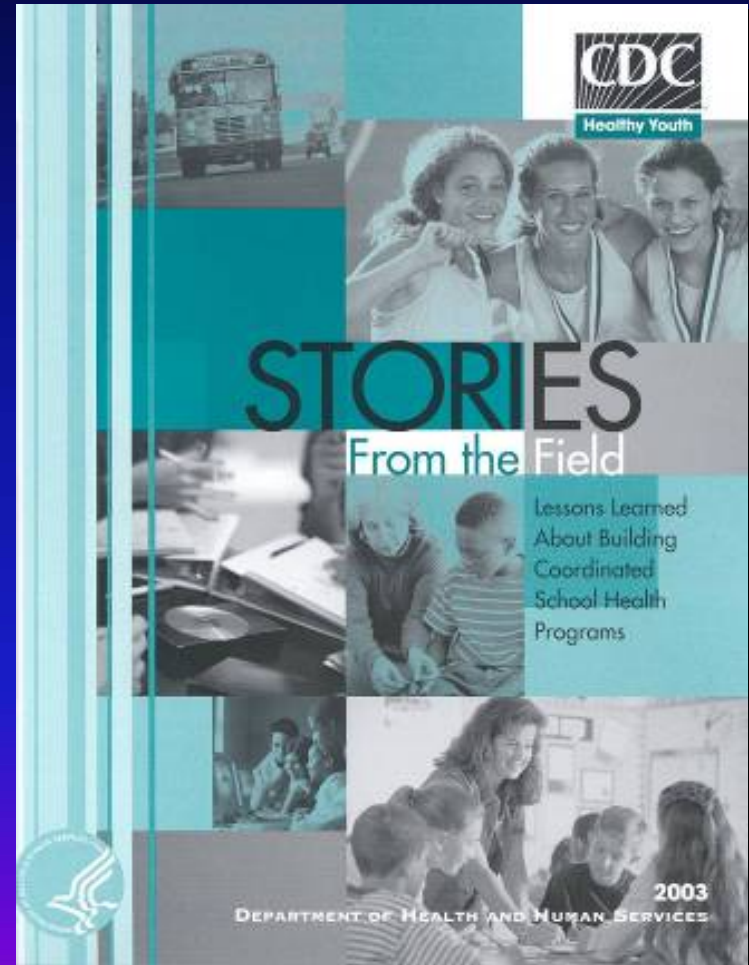
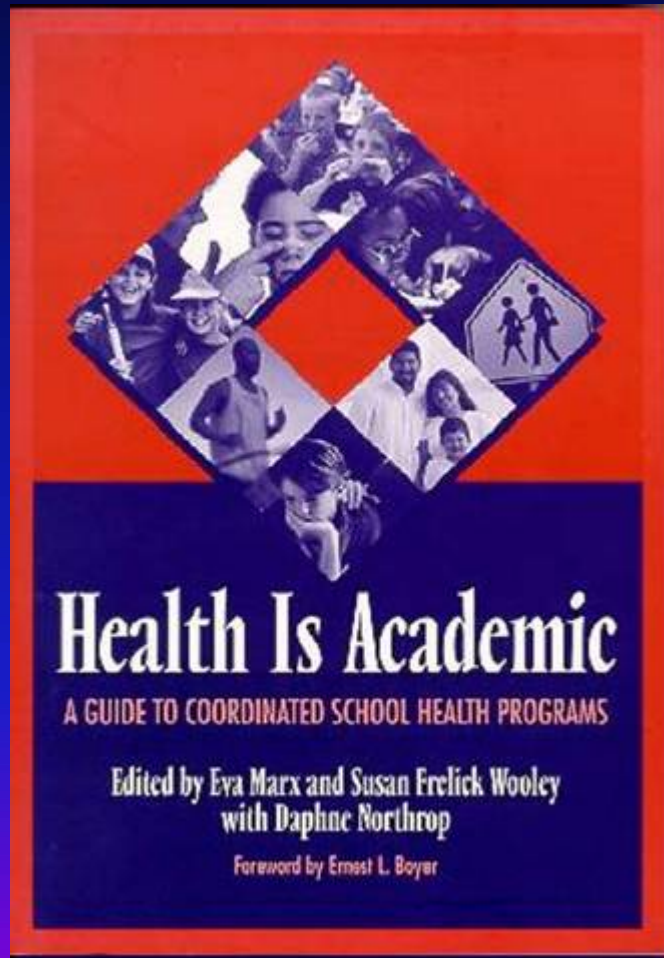
Strategy #2

Address student wellness
through a coordinated
school health program
approach

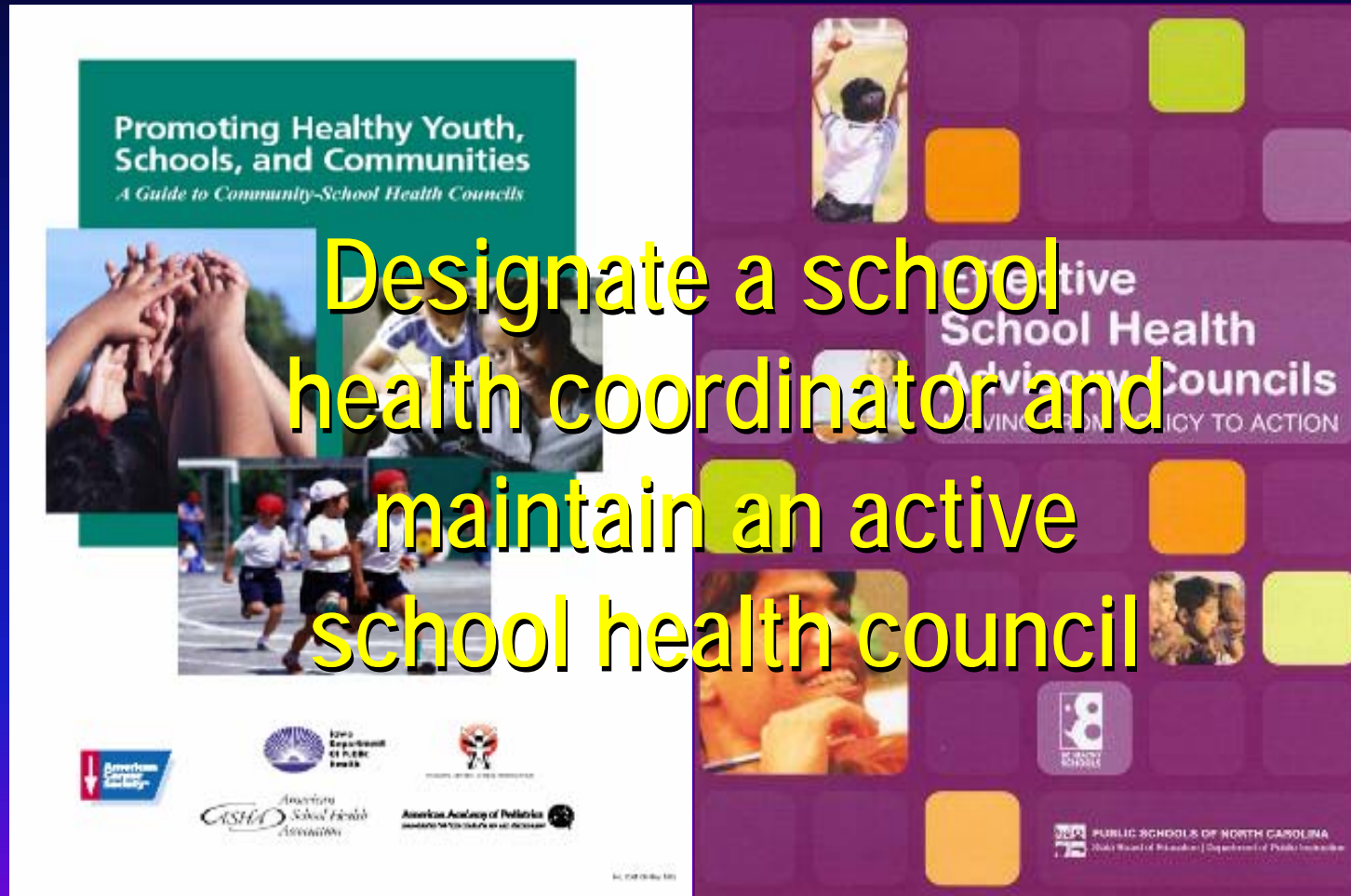
Coordinated School Health Program



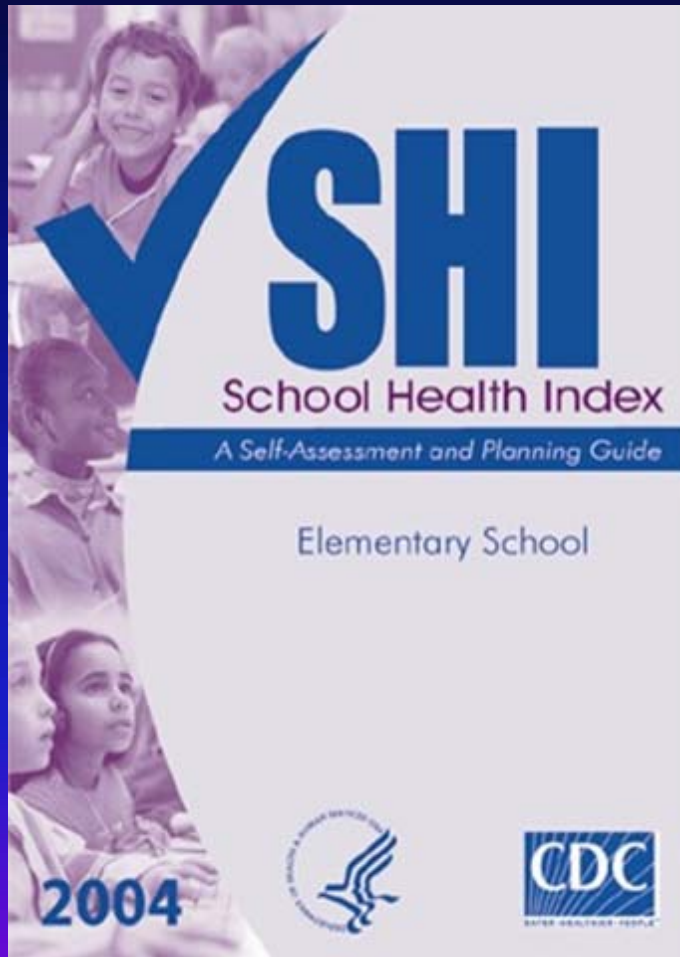
Coordinated School Health Program



Strategy #3



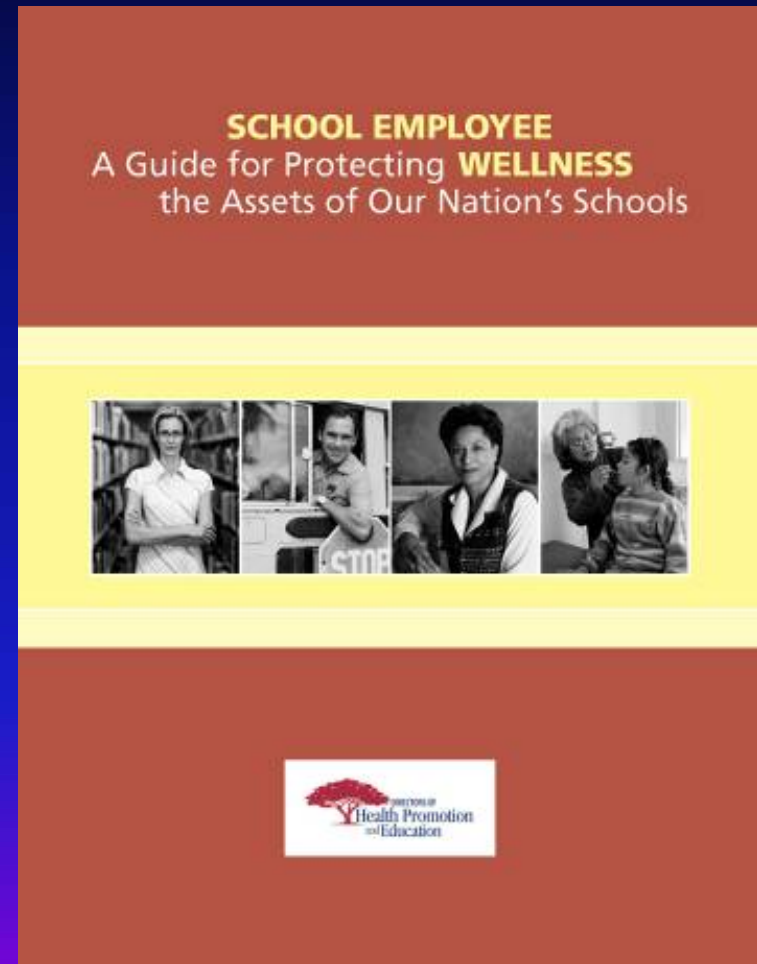
Strategy #4



Assess the school's health policies and programs and develop a plan for improvement

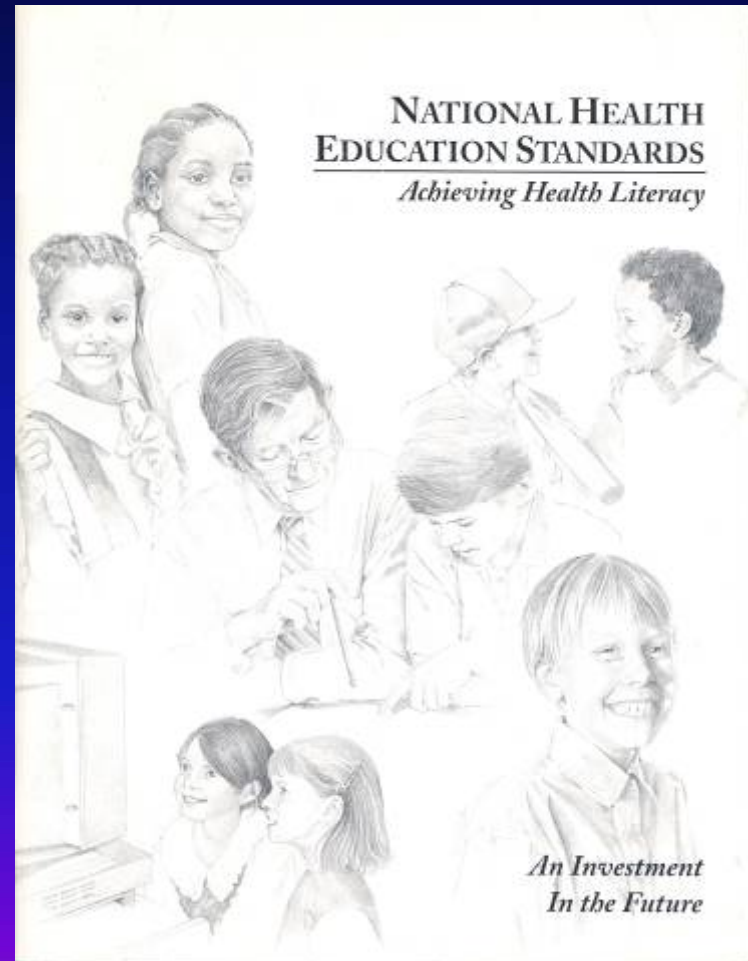
Strategy #5

Implement a high-quality health promotion program for school staff

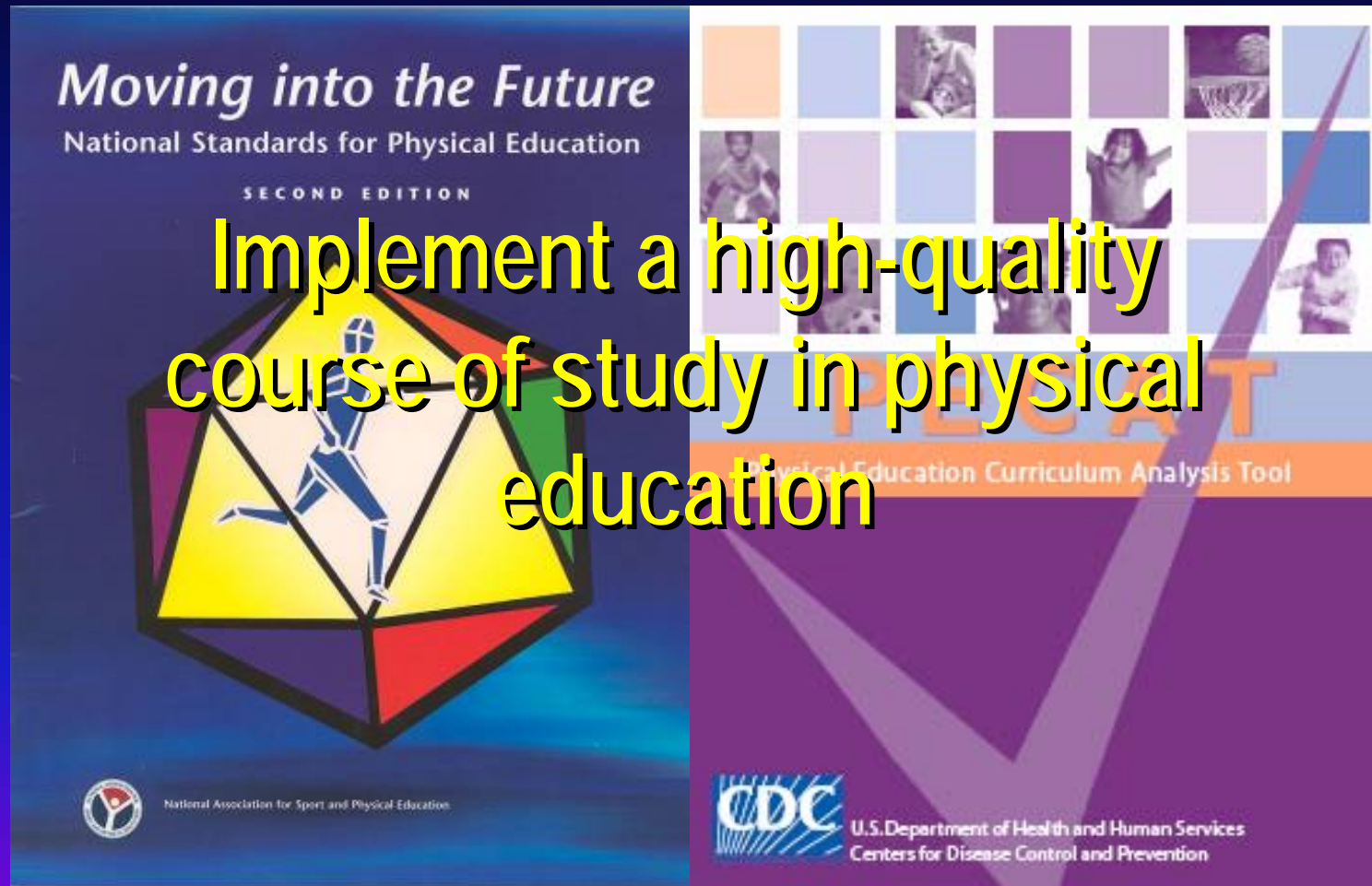


Strategy #6

Implement a
high-quality
course of
study in health
education



Strategy #7

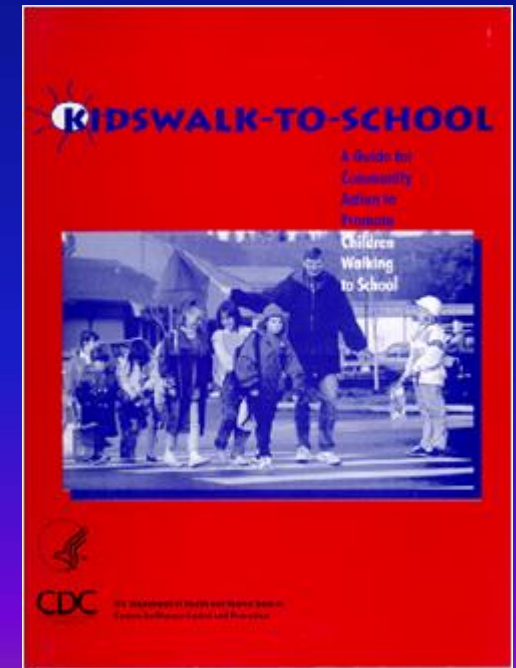


Strategy #8

Increase opportunities for students to engage in physical activity

- Activities in the classroom
- Recess
- Extracurricular physical activity programs
 - Interscholastic
 - Intramural
 - After school
- Walk to School programs

Resources to Help Schools Promote Physical Activity



Strategy #9

Implement a quality school meal program

The screenshot shows the homepage of the USDA Healthy Meals Resource System (HMRS). The header features the USDA logo and the text "United States Department of Agriculture" on the left, and "Healthy Meals Resource System" on the right. Below the header is a colorful banner with icons representing various aspects of school nutrition, including a globe, a book with "ABC", a school building, a person reading, a group of people, and a newspaper. To the right of the banner is the "TEAM NUTRITION" logo. A navigation bar below the banner contains links: Home, About HMRS, Topics A-Z, Discussion Groups, Directory of Chefs, Help, and Contact Us. The main content area is divided into several sections. On the left, there is a "Search HMRS" section with a search box and a "Go" button, and a "Browse by Audience" section with a dropdown menu. Below these are "Browse by Subject" links: Resource Library, Recipes and Menu Planning, Food Safety, and Special Diets. The central section, titled "In the News", features a "You are here: Home" breadcrumb, a description of HMRS, and three news items: "Proposed Rule: Fluid Milk Substitutions in the School Nutrition Programs", "USDA Awards \$4 Million in Team Nutrition Training Grants", and "New Food and Nutrition Research Awards at ERS". To the right of the news section is a "Spotlights" section with a "More" link. On the far right, there is a "I Want To..." section with four links: "Learn to Navigate the New Web Site", "Join an Electronic Discussion Group", "Locate My State Agency", and "View a List of Approved Software Programs". Below this section is a map of the United States with state names, titled "State Developed Materials".

USDA United States Department of Agriculture

Healthy Meals Resource System

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Browse by Subject

- Resource Library
- Recipes and Menu Planning
- Food Safety
- Special Diets

You are here: Home

Healthy Meals Resource System (HMRS): *Providing information to persons working in the USDA's Child Nutrition Programs.*

In the News **More**

Proposed Rule: Fluid Milk Substitutions in the School Nutrition Programs

USDA Awards \$4 Million in Team Nutrition Training Grants

New Food and Nutrition Research Awards at ERS

Healthy Meals Resource System (HMRS) Launches Redesigned Web Site

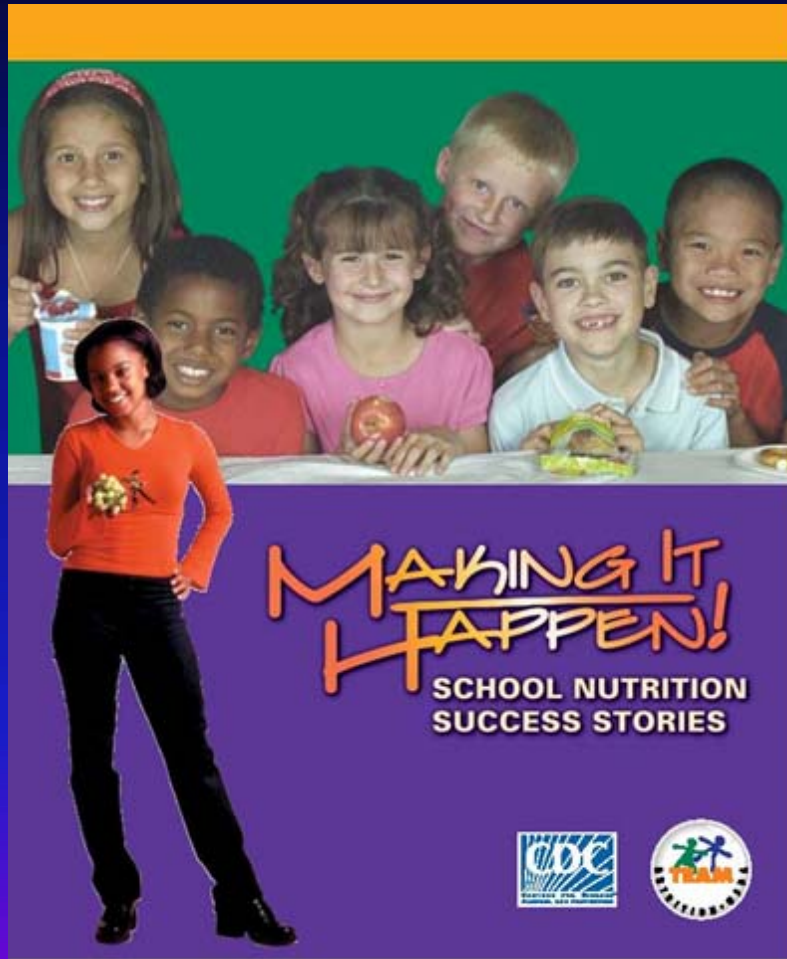
Spotlights **More**

I Want To...

- Learn to Navigate the New Web Site
- Join an Electronic Discussion Group
- Locate My State Agency
- View a List of Approved Software Programs

State Developed Materials


Strategy #10



Ensure that students have appealing, healthy choices in foods and beverages offered outside of the school meals program

Ten Priority Strategies for Schools to Promote Physical Activity and Healthy Eating

- Strong wellness policies
- Coordinated School Health Program
- School health council and coordinator
- Assessment of policies and programs
- Health promotion for staff
- High-quality health education
- High-quality physical education
- Increased physical activity opportunities
- Quality school meal program
- Appealing, healthy food and beverage choices outside of school meals




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[CDC Home](#) | [Search](#) | [Health Topics A-Z](#)

National Center for Chronic Disease Prevention and Health Promotion

Healthy Schools


Healthy Youth!




SPOTLIGHT ON...




[Managing Asthma in Schools: What Have We Learned?](#)



NEW DATA!
[Youth Risk Behaviors \(YRBSS\)](#)



[Flu Season—Stay Healthy!](#)



PECAT:
[Physical Education Curriculum Analysis Tool](#)



About DASH

[CDC's Division of Adolescent and School Health \(DASH\)](#)

[Adolescent Health](#)

[Contact Us](#)

School Health

[CSHP](#)
Coordinated School Health Program

[Make a Difference at Your School!](#)
Key Strategies to Prevent Obesity

[PECAT](#)
Physical Education Curriculum Analysis Tool

[SHI](#)
School Health Index

[HY-FUND](#)
Healthy Youth Funding Database

[Program Evaluation](#)

[Publications & Links...](#)

Health Topics

[Asthma](#)

[Childhood Overweight](#)

[Crisis Preparedness & Response](#)

[Injury & Violence](#)
(including suicide)

[Physical Activity](#)

[Sexual Risk Behaviors](#)

[Skin Cancer](#)

[Tobacco Use](#)

[More on Health Topics... Publications & Links...](#)

Data & Statistics

[Summary of Major Surveillance Activities](#)

[YRBSS](#)
Youth Risk Behavior Surveillance System

[Profiles](#)
School Health Profiles

Our Funded Partners

[Education Agencies](#)

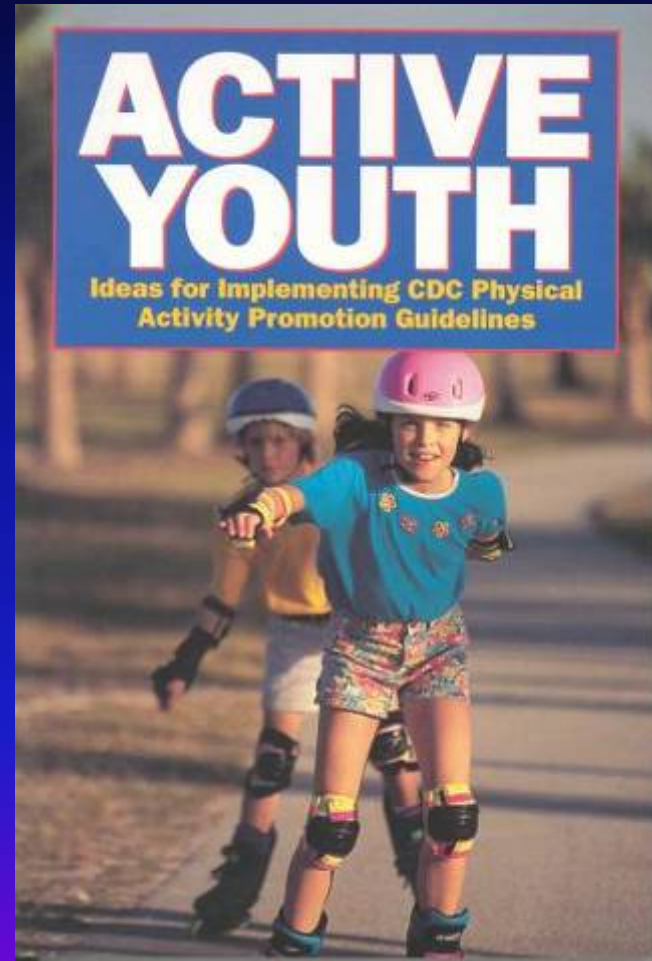
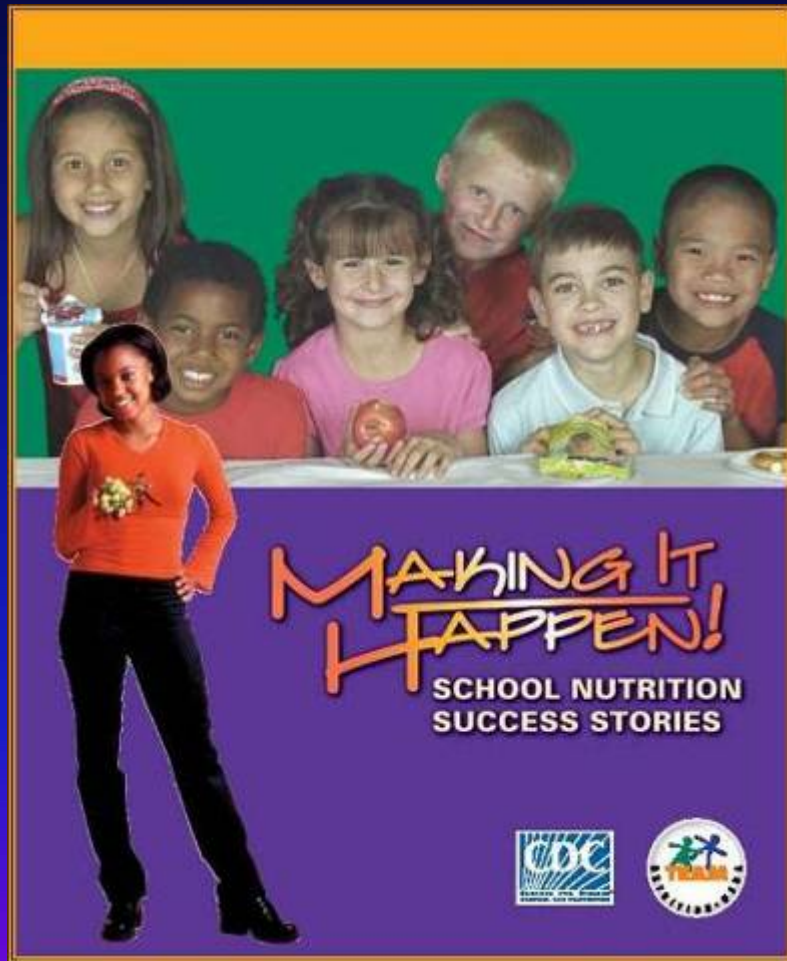
[National Organizations](#)

[Directory of Program Staff](#)

[State-by-State](#)

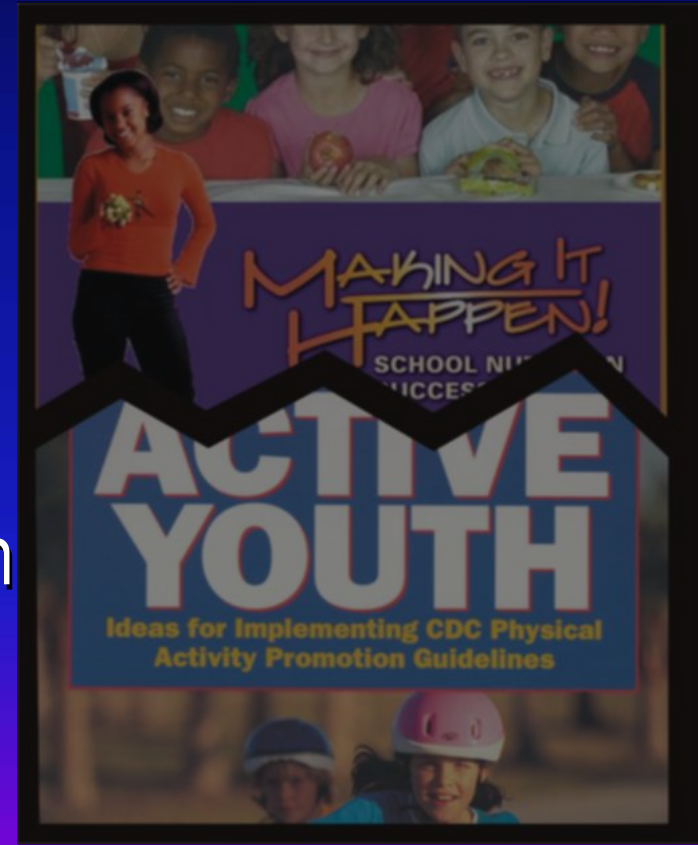
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Keys to Success



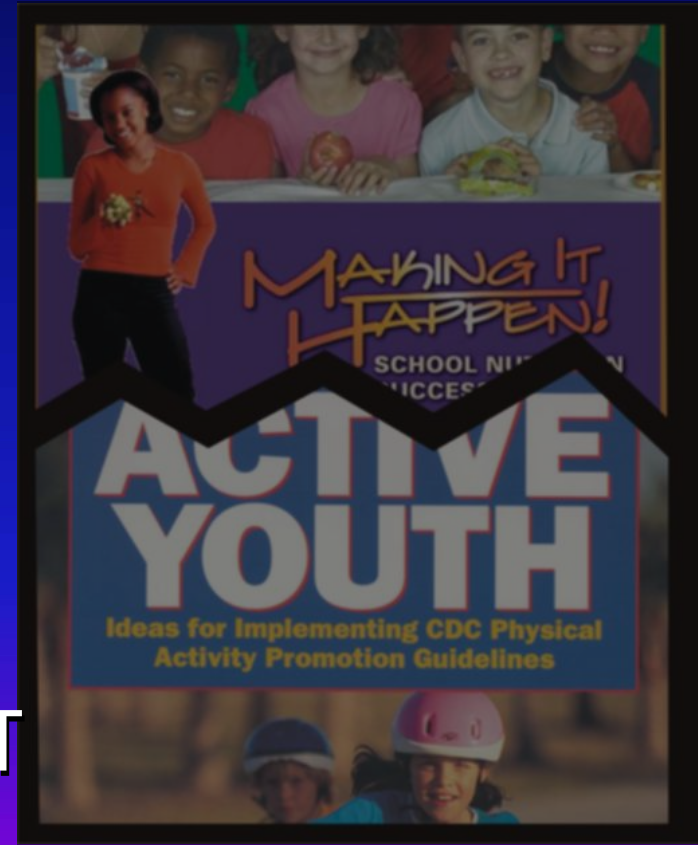
Keys to Success

- Laws and regulations
- Reference materials
- Collaboration / team approach
- Involving students and families
- Persistence / gradual approach
- Attention to the process / intensive follow-up



Keys to Success

- Marketing techniques / customer focus
- Positive attitude / enthusiasm
- Data collection
- Developing quality first
- **THE LOCAL CHANGE AGENT**



Responses to Challenges

- Schools educate by the choices they present
- Health is academic
- In our school, the children profit

You Can Do It!

We Must Do It!

- Health of our future workforce
- Health care costs
- National security
- Health of our children
- Enabling our children to reach their academic potential





DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



Making the Grade: Effective School Wellness Policies

Howell Wechsler, EdD, MPH

Director, Division of Adolescent and School Health,
NCCDPHP, CDC

Wisconsin Dells, November 30, 2006

